**WHY THE ARTS MATTER IN MARYLAND**

### NATIONAL ARTS FACTS

#### ARTS & CULTURE SECTOR'S PERCENTAGE U.S. ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

**$878 BILLION** Arts & Culture Sector

- **$790.4 BILLION** Construction
- **$206 BILLION** Education Services

**BONUS:** U.S. exports generate a $29.7 billion arts trade SURPLUS.

#### GDP & JOBS

**4.5% OF NATION'S GDP & 5.1 MILLION JOBS**

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a $878 billion industry, representing 4.5% of the nation’s GDP—a larger share of the economy than construction or education services.


#### NUMBER OF ARTS-RELATED BUSINESSES AND JOBS

- **673,656 BUSINESSES**
- **3.48M EMPLOYEES**

**ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS**

Source: Americans for the Arts, Creative Industries, 2017.

#### ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDNCIES

Nationally, the nonprofit arts industry alone generates **$166.3 billion in economic activity annually** that supports **4.6 million jobs** and generates **$27.5 billion in federal, state, and local government revenue.**

- Spending by arts audiences generated **$102.5 billion** to local businesses.


**NONPROFIT ART IS A DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.**

### MARYLAND ARTS FACTS

#### ARTS & CULTURE SECTOR REPRESENTS 3% OF STATE’S GDP & 80,989 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **$11.7 billion** to Maryland’s economy, representing 3% of the state’s GDP—a larger share than some other industries in the state.


**$17.7 BILLION** Construction

- **$11.7 BILLION** Arts & Culture Sector
- **$6.3 BILLION** Education Services

**BONUS:** In 2017, MD arts and culture jobs generated $6 billion in total compensation.

#### GDP & JOBS

**3% OF STATE'S GDP & 80,989 JOBS**

In Maryland, **13,185 Arts-Related Businesses** employ **52,723 people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, Arts & Economic Prosperity, Maryland, 2017.

**13,185 BUSINESSES & 52,723 EMPLOYEES**

**ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS**

#### NUMBER OF ARTS-RELATED BUSINESSES AND JOBS

- **7,883 people** Arts-Related Businesses employ.
- **3,193 people** in Montgomery County.
- **1,744 people** in Baltimore County.
- **6,926 people** in the city.
- **5,926 people** in Baltimore City.
- In Baltimore County, 2,012 Arts-Related Businesses employ 7,883 people.

**In Maryland, 13,185 Arts-Related Businesses employ 52,723 people.**

- In Baltimore County, 1,744 Arts-Related Businesses employ 6,926 people.
- In Montgomery County, 3,193 Arts-Related Businesses employ 11,809 people.
- In Prince George’s County, 2,012 Arts-Related Businesses employ 7,883 people.

Source: Americans for the Arts, Creative Industries, Maryland report, 2017.

#### ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDNCIES

- In 2015, nonprofit arts organizations in the state generated **$961.6 million in economic activity annually** that supported **25,248 jobs** and generated **$87.4 million** in state and local government revenue.
- In Baltimore specifically, nonprofit arts groups generated **$326.3 million** in economic activity. Audiences of 54.5 million people added another **$279.7 million** in related spending for a total of **$606.1 million** for the city in 2015, and this generated **$54.5 million** in local and state government revenues.

Source: Americans for the Arts, Arts & Economic Prosperity 5, Maryland and Baltimore reports, 2017.

**NONPROFIT ART IS A DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.**

### PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

**Q** What about Maryland—how much does state government budget to the Maryland State Arts Council each year?

**A** The state allocated **$23,408,764** to the Maryland State Arts Council. In FY 2019-20, the Maryland State Arts Council received $752,000 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 59 nonprofit arts organizations received direct grants from the NEA totaling $3,208,900.


**Q** So how much is the federal government investing in the National Endowment for the Arts (NEA)?

**A** Congress has proposed allocating **$162.25 million to the NEA in FY 2020**, which has been relatively level for the last several years. This amounts to **just 49¢ per capita**, yet the nonprofit arts industry generates over **$13 billion in federal tax revenue** back to the treasury. Imagine what nonprofit arts groups could generate with $1 per capita!


**PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS**
IN THE OLD LINE STATE, THE ARTS UNITE US

At 81%, Marylanders overwhelmingly agree that “a vibrant arts community makes Maryland a better place to live,” according to a new statewide public opinion survey released by the Maryland State Arts Council.

THE MARYLAND STATE ARTS COUNCIL—
Established in 1967, the Maryland State Arts Council (MSAC) encourages and invests in the advancement of the arts for all Marylanders. Its grants and programs support artists and arts organizations in their pursuit of artistic excellence, ensure the accessibility of the arts to all citizens and promote statewide awareness of arts resources and opportunities. > Learn more here.

MEET SOME MARYLAND ARTS ADVOCATES

• Sandy Oxx is the winner of the 2019 Sue Hess Maryland Arts Advocate Award. > More
• Jack Rasmusson is Director and Curator of the American University Museum and Chair of the Board of the Maryland State Arts Council. > More
• Catherine Leggett is the Chair of the Maryland Commission on Public Art. > More
• Nicholas S. Cohen is Executive Director of Maryland Citizens for the Arts. > More
• Lori Snyder is executive director of Arts Education in Maryland Schools Alliance. > More

ART IN MARYLAND

• CBS Baltimore lists the best museums to visit in Baltimore here.
• Visit Maryland offers a calendar of cultural festivals here.
• Greater Baltimore Cultural Alliance’s Culture Fly database keeps a list of ongoing arts events here.
• Maryland State Arts Council provides a statewide calendar of cultural and arts events here.

MARYLAND ART ORGANIZATIONS
(sign up for their listservs to receive arts updates):
• Maryland Citizens for the Arts
  www.mdarts.org
• Greater Baltimore Cultural Alliance
  www.baltimoreculture.org
• Arts Education in Maryland Schools Alliance
  www.aems-edu.org

THE ARTS ARE EVERYWHERE!

• An annual must-do in Baltimore is Artscape, the largest free arts festival in the country, featuring hundreds of artists and attracting over 350,000 people each year.
• With tons of working artists and charm to spare, it’s easy to see why Berlin on Maryland’s Eastern Shore is known as America’s Coolest Small Town.
• An artist’s haven in the Appalachians, Spruce Forest Artisan Village in Grantsville will take you back in time and fill you with inspiration.
• A sculpture made entirely of marshmallow PEEPs? Entries from the annual PEEP Show at the Carroll Art Center in Westminster are museum-worthy, and the annual event is a major revenue stream for the local arts council.
• Wander with wonder at Anne Marie Sculpture Garden, a thirty-acre public park in Solomons where art and nature meet.
• Occupying a former amusement park, Glen Echo Park offers hundreds of classes, workshops and performances each year that attract over 400,000 visitors.
• Salisbury is the home of the National Folk Festival 2018-2020, welcoming artists from across the country and highlighting the traditions that have taken root in Maryland.
• Walk the halls of a gallery displaying the work of local African-American artists, listen to historic and contemporary music, and dive deep into African-American history and culture at the Howard County Center of African-American Culture in Columbia.
• Out west in Cumberland, enjoy the annual Delfest – a bluegrass and folk music festival, perfectly situated along the Potomac River in the Appalachian Mountains at the Allegany County Fairgrounds.

To View the Top 10 Reasons to Support the Arts, Click Here.

MARYLAND ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org
VISIT US: ArtsActionFund.org/join
CALL US: 202.371.2830 x2067
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DRAFT as of 3/20/2020